

***Georgia Struck-By Alliance presents***

# ***Highway Work Zone Safety Stand Down***



***Work Zone Safety:  
We're All in This Together***



***15<sup>th</sup> Annual National Work Zone Awareness Week  
April 7-11, 2014***

# Brought to you

## **GEORGIA STRUCK-BY ALLIANCE PARTICIPANTS**



FHWA  
Georgia Division



Georgia  
Highway Contractors  
Association, Inc.

Celebrating 69 Years of Service



# Georgia Struck-By Alliance

- ***We are the faces of distracted driving.***
- ***We are mothers, fathers, daughters, sons, sisters, brothers, spouses and friends to those who have died because people chose to take part in phone calls or text messages while driving.***

Linda Doyle, Oklahoma City, OK



John Sligting, Round Lake Beach, IL



Xzavier Davis-Bilbo, Milwaukee, WI



Alex Brown, Wellman, TX



Ashley Johnson, Asheville, NC





**(R U IN-TEXT-ICATED?)**

**PUT DOWN THE PHONE!**

**IT'S THE LAW**

**3M** **AASHTO** **FHWA** **GOV** **OSHA** **NATL. WORK ZONE AWARENESS**

**LAMAR**

# ***Georgia Struck-By Alliance***

## ***Texting While Driving – defined***



- The act of composing, sending, reading text messages, email or making other similar use of the web on a mobile device while operating a motor vehicle.
- Leads to increased distraction behind the wheel.

# ***Georgia Struck-By Alliance***

## ***DISTRACTED DRIVING – defined:***



- A replacement phrase for the more popular terms "[texting while driving](#)" and "talking while driving."
- Occurs when a driver has something other than [driving](#) on their mind.
- Driving becomes subsequent in importance to another activity that is happening inside the car, truck or cycle while the [vehicle](#) is in motion.

# ***Georgia Struck-By Alliance***

## ***Three main types of distraction:***

- ***Visual – taking your eyes off the road***
- ***Manual – taking your hands off the wheel***
- ***Cognitive – taking your mind off what you are doing***

***Talking on cell phones and texting behind the wheel both lead to distraction. Driver inattention is the leading cause of accidents.***

# ***Georgia Struck-By Alliance***

***Beware of Distracted Drivers – Stay vigilant and watch for these signs:***

- ***Swerving***
- ***Taking extreme wide turns***
- ***Driving too slowly***
- ***Following too closely***
- ***Braking erratically***



# ***Georgia Struck-By Alliance***

## ***Crashes Caused by Distracted Drivers***

- A crash occurred when a driver operating a trolley car was text messaging his girlfriend injuring 46 people costing an estimated \$9.6 million.
- Texting was blamed in a train collision which killed 25 passengers. The engineer of the train had sent 45 text messages while operating the train.
- A young girl was killed in an accident allegedly caused by a truck driver who crashed into 10 cars when he was sending a text message while driving.



# ***Georgia Struck-By Alliance***

## ***2011 Distracted Driving Statistics***

***A poll of more than 2,800 American adults revealed that:***

- ***A large percentage of people said they know distracted driving is dangerous, but do it anyway***
- ***Over 1/3 of drivers (37%) have sent or received text messages***
- ***Forty-one percent of adult drivers have set or changed a GPS system***
- ***Approximately 86% of drivers often eat or drink***
- ***Thirty-six percent of adult drivers have read a map***
- ***One in five have combed or styled their hair***
- ***Approximately 14% have put on makeup at least once***
- ***About 13% have surfed the Internet***
- ***Younger drivers were more likely to engage in distracted driving***
- ***Men were more likely to drive while drowsy, after drinking, reach a map, use a GPS and use the Internet***

# Georgia Struck-By Alliance

## ***The Truth about Texting while Driving:***

- ***Of all phone related tasks, texting while driving is the dangerous.***
- ***Teens are four (4) times more likely to get into car crashes or near crash events directly related to talking or texting.***
- ***A car driver dialing a cell phone is 2.8 times and a truck driver is 5.9 times more likely to get into a crash.***
- ***A driver reaching for a cell phone or other device is 1.4 times more likely to be in a crash.***
- ***A truck driver texting is 23.2 times more likely to get into a crash and 6.7 times more likely when reaching for a phone or other device.***
- ***For every 6 seconds of drive time, a driver sending or receiving a text message spends 4.6 seconds with their eyes off the road - making texting the most distracting of all cell phone related tasks.***



# ***Georgia Struck-By Alliance***

## ***Texting While Driving National Statistics:***

- Approximately 3,000 deaths and nearly 400,000 injuries are caused by distracted drivers every year.***
- While teenagers are texting, they spend about 10 percent of the time outside the driving lane they're supposed to be in .***
- Talking on a cell phone while driving can make a young driver's reaction time as slow as that of a 70-year-old.***
- Answering a text takes away your attention for about five seconds, which is enough time to travel the length of a football field.***



# ***Georgia Struck-By Alliance***

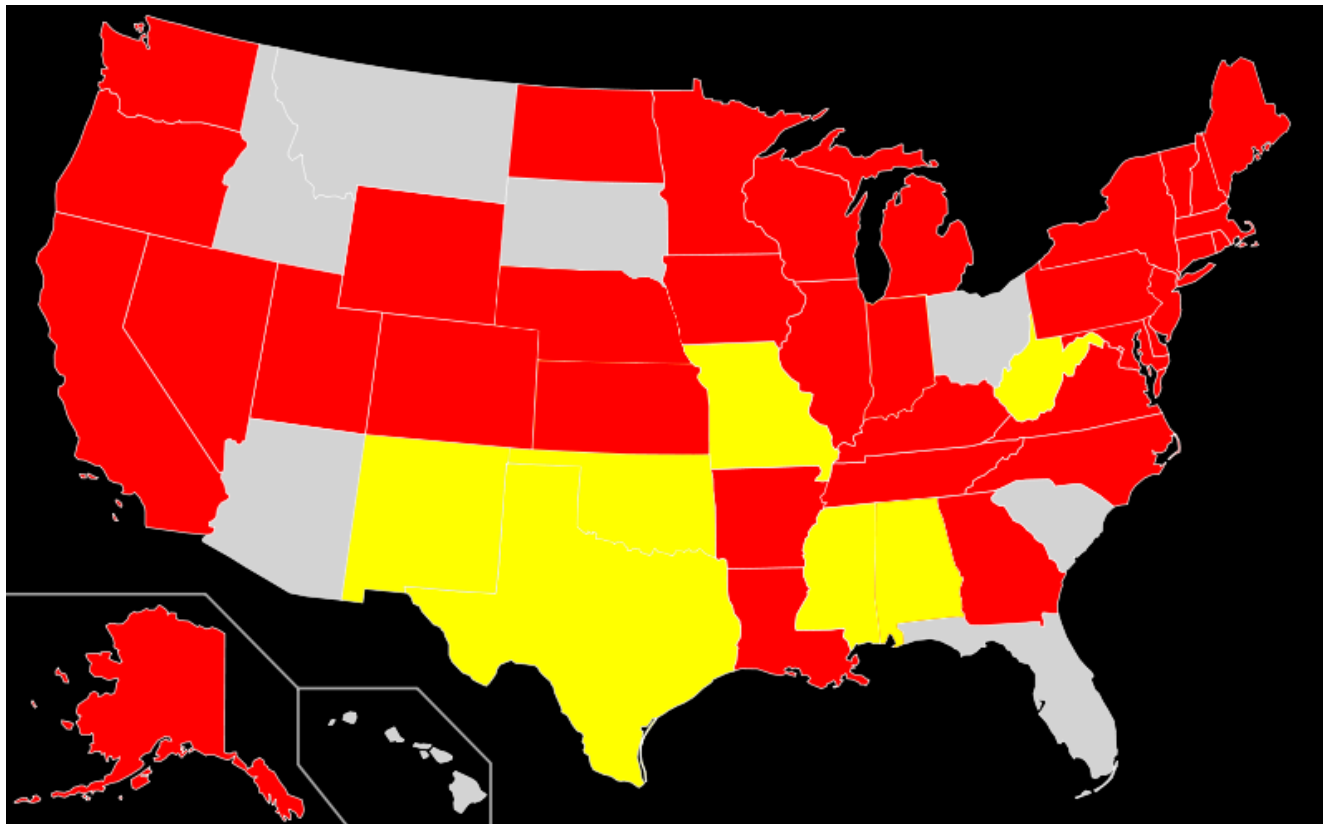
## ***Why is distracted driving a problem?***

- ***Distracted driving crashes killed more than 3,000 people and injured nearly 400,000 in 2011. (DOT)***
- ***18 percent of injury crashes in 2010 involved reports of distracted driving. (NHTSA)***
- ***Of those killed in distracted-driving-related crashes, 408 involved reports of a cell phone as a distraction (13% of fatalities in distraction-related crashes). (2010 report from NHTSA)***



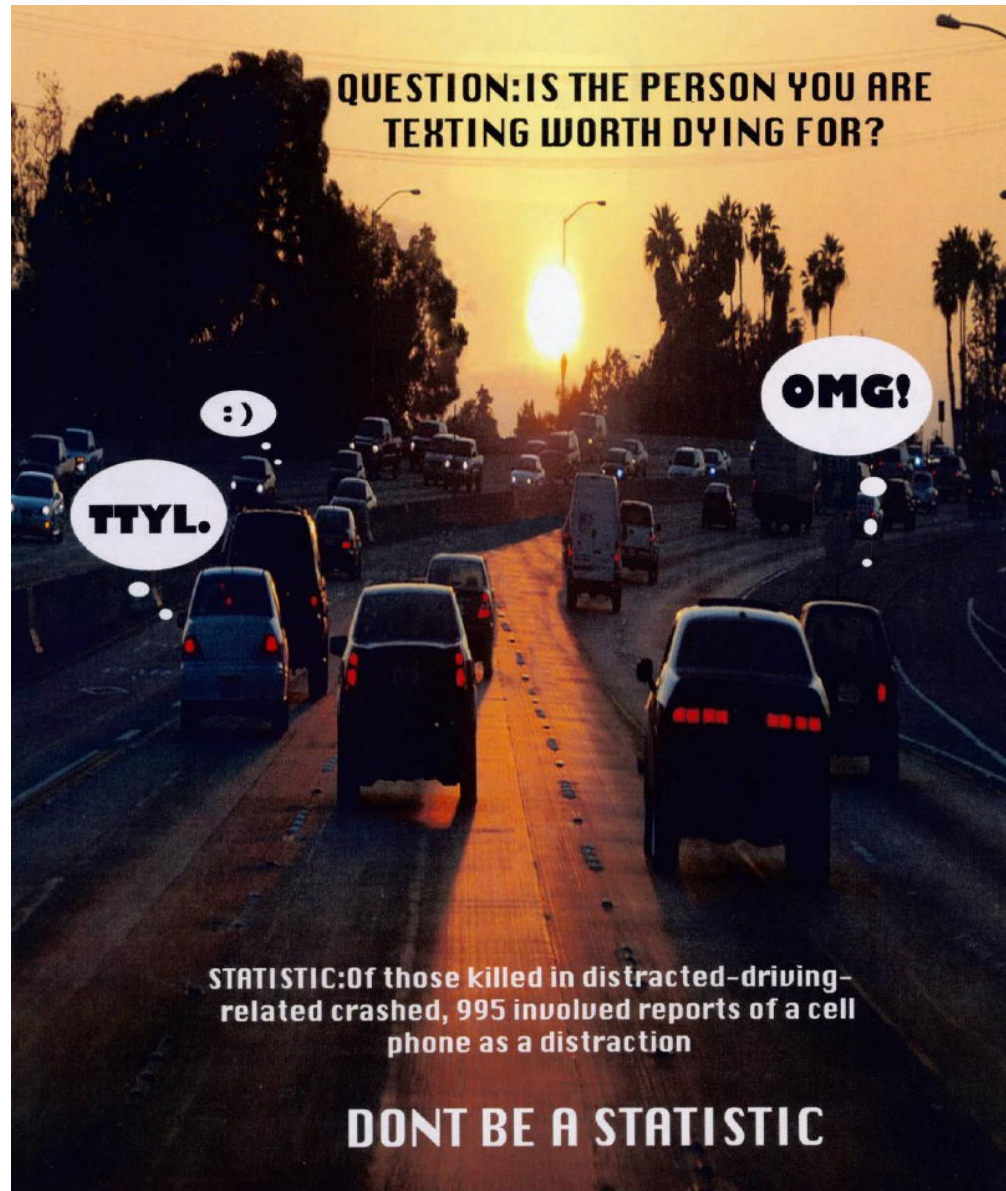
# ***Georgia Struck-By Alliance***

## ***Texting while driving statutes in the United States***



Red      **Banned for all drivers**  
Yellow   **Banned for new drivers**  
Grey     **No statute**

# ***Georgia Struck-By Alliance***



# Georgia Struck-By Alliance

- *Phones don't get all the blame!*

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- *Smartphones take center stage, but they're not in this alone! Other culprits are:*
  - *In-car technologies*
  - *Food and drinks (Dashboard Dining)*
  - *Children*
  - *Pets*
  - *Grooming*
  - *Smoking*
  - *Rubbernecking*
  - *Singing*



# Georgia Struck-By Alliance

*Year after year, the leading cause of worker fatalities is motor vehicle crashes.*

***What YOU can do:***

***Work with your employers to:***

***Lead by example***

***Declare work vehicles “text-free zones”***

***FOLLOW COMPANY/EMPLOYER POLICIES  
THAT BAN TEXTING WHILE DRIVING***

***Establish work procedures and rules that  
do not make it necessary to text while  
driving in order to carry out job duties***



# ***Georgia Struck-By Alliance***

## ***Work Zone Facts***

- In 2011, 3,331 people were killed on U.S. roadways and an estimated additional 387,000 were injured in motor vehicle crashes that were reported to have involved distracted driving (FARS and GES).***
- Of those people killed in distracted-driving-related crashes in 2010, 408 involved reports of a cell phone as a distraction (13% of fatalities in distraction-related crashes).***
- In 2011, 32,367 people died in motor vehicle traffic crashes in the United States – the lowest number of fatalities since 1949 (30,246 fatalities in 1949).***
- Approximately 2.22 million people were injured in motor vehicle traffic crashes in 2011, compared to 2.24 million in 2010 according to NHTSA's National Automotive Sampling System (NASS) & General Estimates System (GES).***



# **Georgia Struck-By Alliance**

## **Work Zone Facts**

- *½ of fatal work zone crashes occur during the day; most on weekdays and most in summer and fall.*
- *More than 20% of the National Highway System is under construction during peak season.*
- *An estimate 12 billion vehicles travel a year through active work zones along roadways.*
- *For thousands of utility and highway work zone employees, the heavily traveled roadways and work zones are their offices.*

# ***Georgia Struck-By Alliance***

***For additional information on distracted driving, these sites are available:***

- ***National Institute for Occupational Safety and Health:***  
[www.cdc.gov/niosh](http://www.cdc.gov/niosh)
- ***National Safety Council:*** [www.nsc.org](http://www.nsc.org)
- ***U.S. Department of Transportation:*** [www.dot.gov](http://www.dot.gov)
- ***National Highway Traffic Safety Administration:***  
[www.nhtsa.dot.gov](http://www.nhtsa.dot.gov)
- ***Occupational Safety and Health Administration:***  
[www.osha.gov](http://www.osha.gov)
- ***Focus Driven:*** [www.focusdriven.org](http://www.focusdriven.org)